

Yakima County
Quit Line Data Summary
 July 1 - September 30, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 100	N = 3,906
Percent of Statewide Calls	3.1%	100.0%
Percent of State Population in County¹	3.8%	100.0%
	County %	State %
Gender	N = 100	N = 3,543
Female	74.0%	61.4%
Male	26.0%	38.6%
Race/Ethnicity	N = 92	N = 2,967
People of Color	12.0%	15.6%
White	88.0%	84.4%
Age	N = 93	N = 3,091
Less than 18 years old	2.2%	2.0%
18 - 24 years old	8.6%	14.9%
25 - 34 years old	20.4%	22.9%
35 - 44 years old	24.7%	25.8%
45 years and older	44.1%	34.3%
Education	N = 96	N = 3,038
Did not graduate high school	20.8%	16.6%
High school graduate	29.2%	31.8%
Some college/vocational school	39.6%	38.6%
College graduate	10.4%	13.0%
Caller Type	N = 92	N = 3,409
General Information	4.3%	13.2%
Health care provider	5.4%	2.9%
Tobacco user	90.2%	83.9%
Payer Type	N = 73	N = 2,235
Insured	31.5%	43.4%
Uninsured	30.1%	23.8%
Medicaid	38.4%	32.7%
Heard About	N = 83	N = 2,881
Past caller	9.6%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	12.0%	19.6%
Television	45.8%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	1.2%	1.9%
Newspaper/Magazine	1.2%	1.1%
Brochure/Newsletter	2.4%	4.9%
Family or friend	24.1%	18.8%
Health Department	2.4%	3.0%
School	1.2%	0.6%